

Ipsos Business Journalists Survey

What do journalists really care about when appraising your organisation?

DATE: 5th APRIL 2022

Agenda

Our latest polling of business and financial journalists

1 What makes outstanding press relations

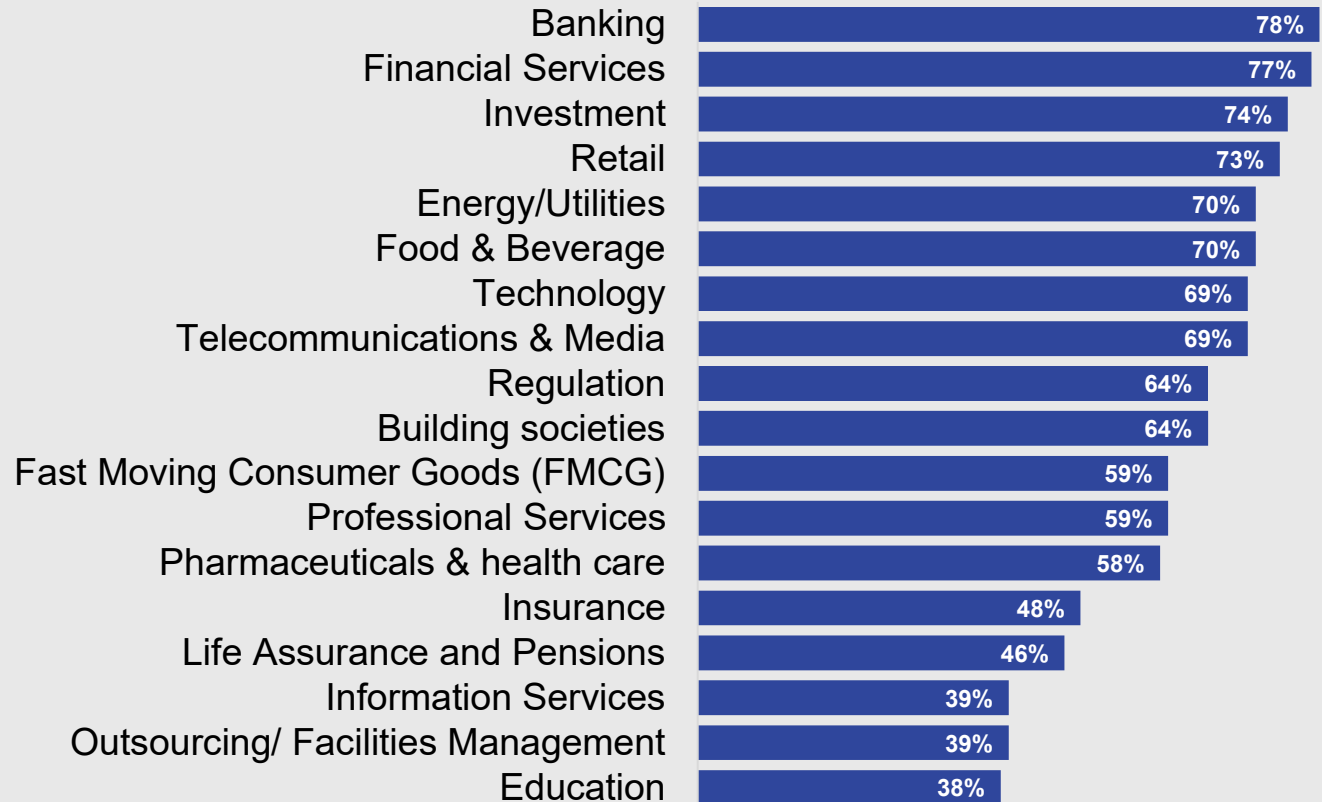
2 The views of journalists on ESG

Who do we speak to?

C100 telephone interviews, twice a year.

Quotas on publication type to ensure a range of journalists are interviewed and the sample profile is consistent year-on-year

Our sample of journalists focus on a wide range of issues



Base: All Business Journalists (99). Source: Ipsos Survey of Business Journalists, Winter 2021

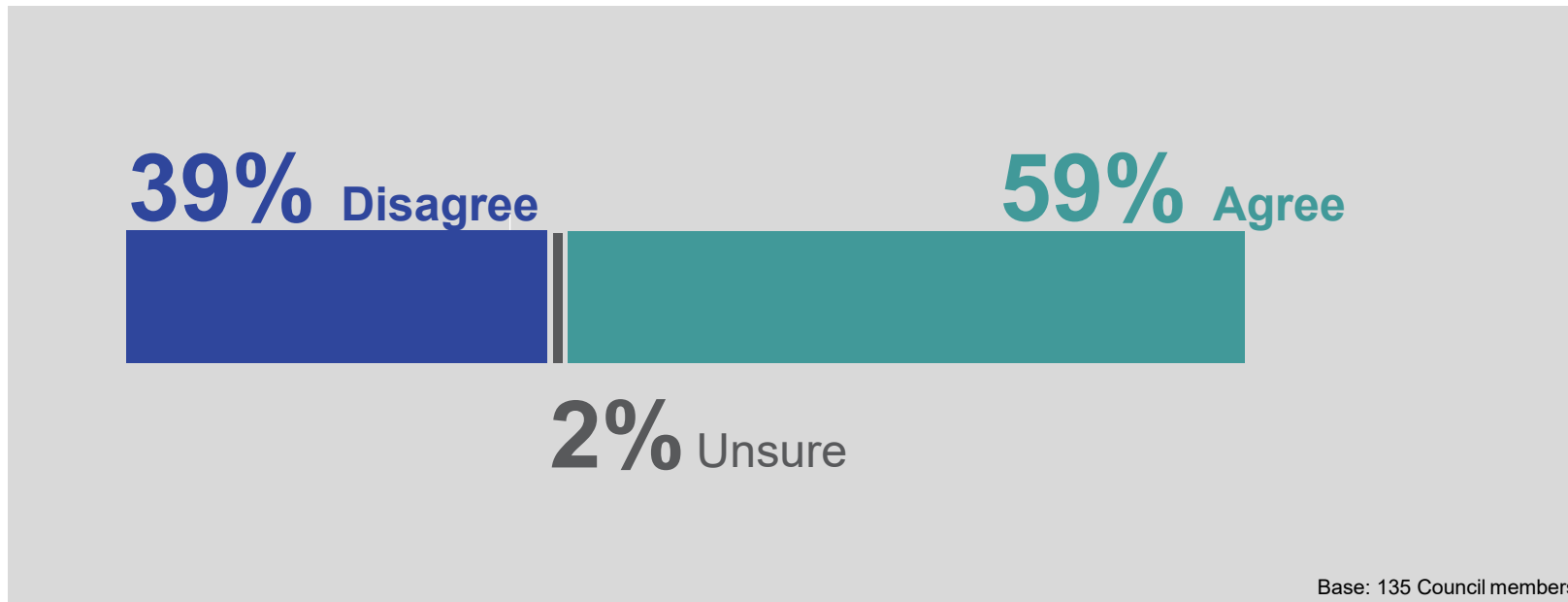


The way companies are described or written about in the media does filter through to people's perceptions... and then you have those times when something has happened.

*Usually, if it's something bad, then the way those issues are written about or reported on by the media are absolutely **critical** to how people think about what's happened.*

Business Journalist

Do fake news and misinformation pose a material threat to business?



Ipsos Reputation Council

Base: 135 Council members



*That is just the sort of ‘what is someone going to say one day about us?’ and how quickly that travels. You can’t predict any of that – you can prepare for it but you can’t predict it. **It is the one thing that will keep any comms person awake at night.***

Reputation Council member

Why engage with journalists? Their view:



Journalists can get a company's message across in the pieces they write



Being better informed could mean they position a company in a more favourable light



Journalists want to report accurately and be less one-sided

Base: All Business Journalists (84), Winter 2019 | Source: Ipsos



It helps me do my job more effectively the more they engage with me, but it's hopefully a win-win.

In general terms if we have a critical story about a company and that company or that individual doesn't engage with us you are more likely to have a one-sided story that is 90% critical than something that might be 70% or 80% critical because you get to hear the other side of the story.

Business Journalist



What makes for outstanding press relations?

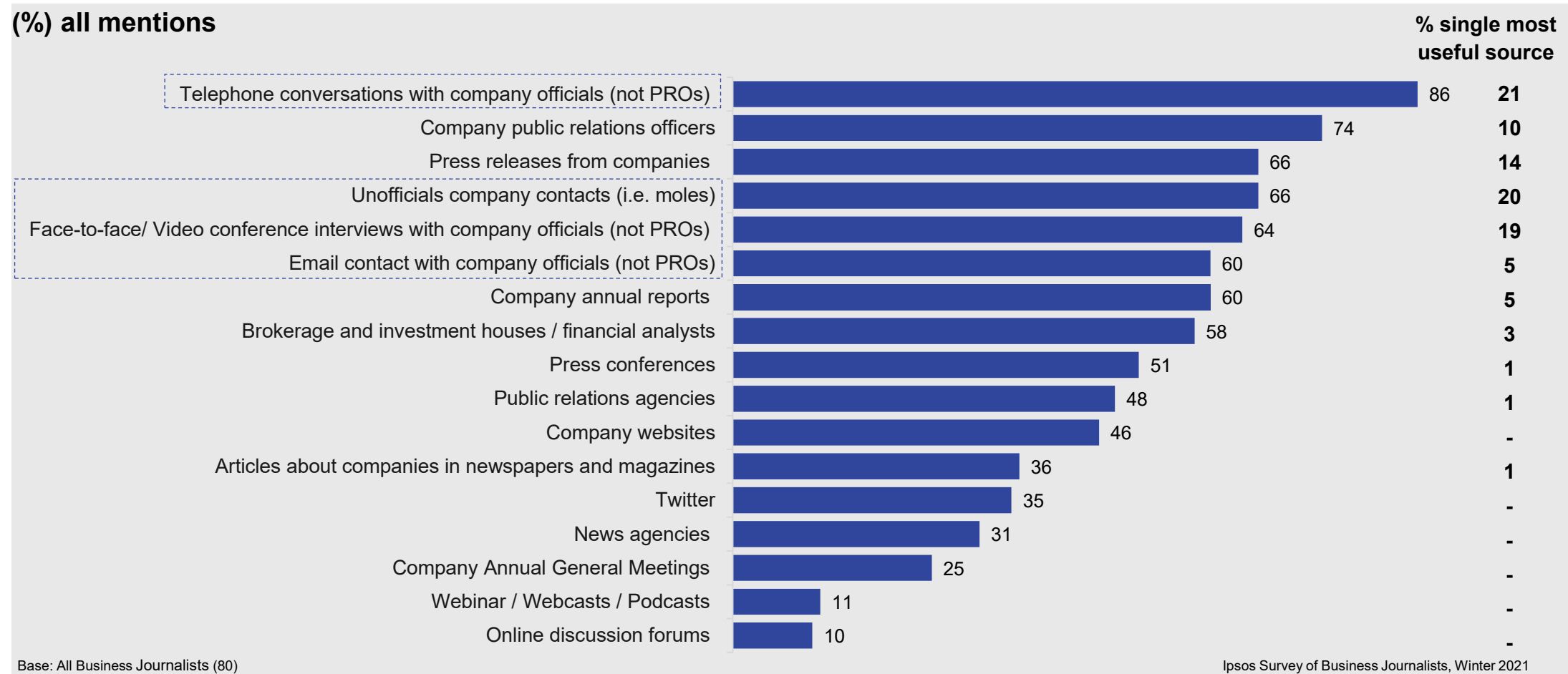


Base: All Business Journalists (80)

Ipsos Survey of Business Journalists, Winter 2021

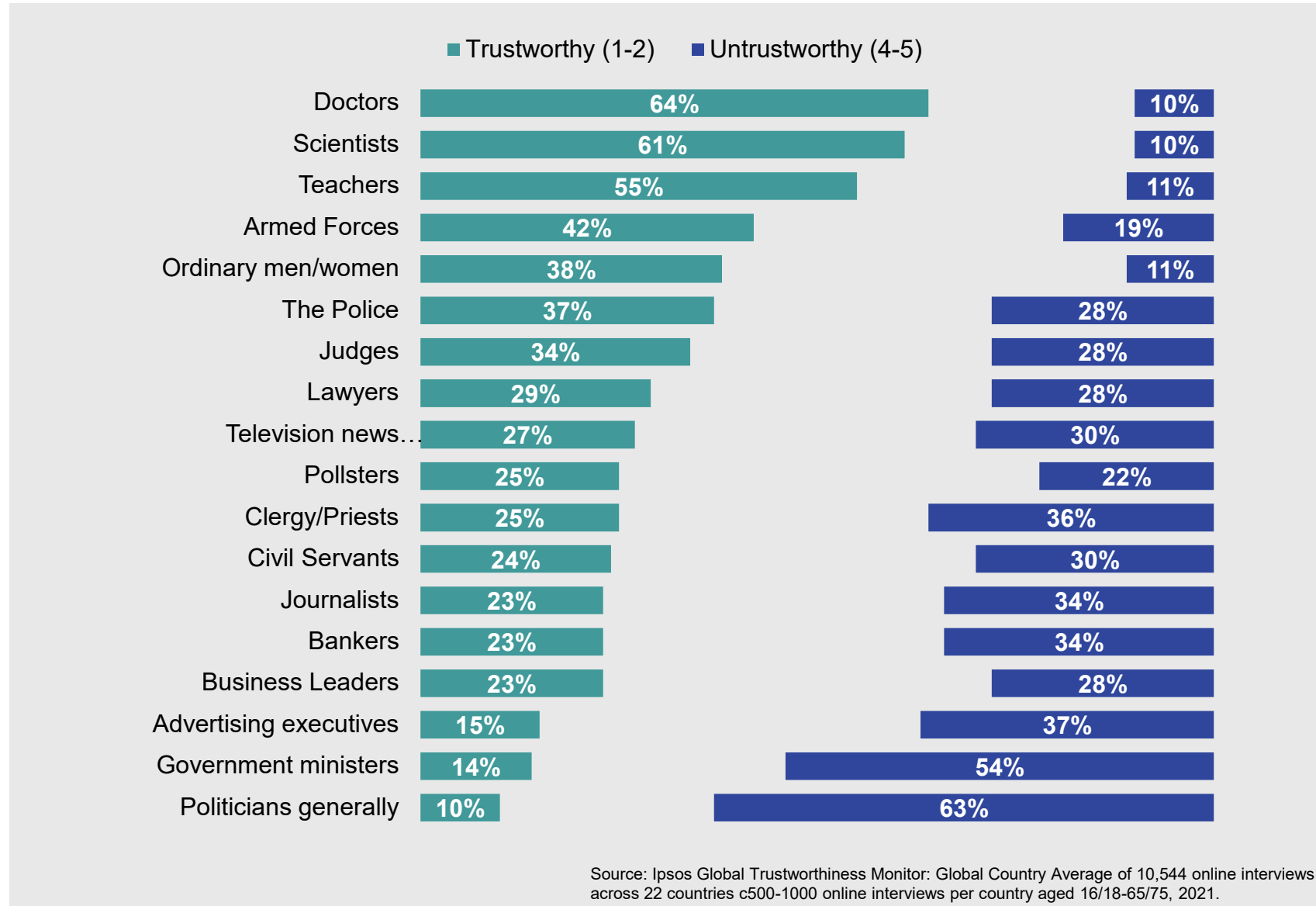
Where do they go for information?

Which of the sources of information are most useful to you in your work?

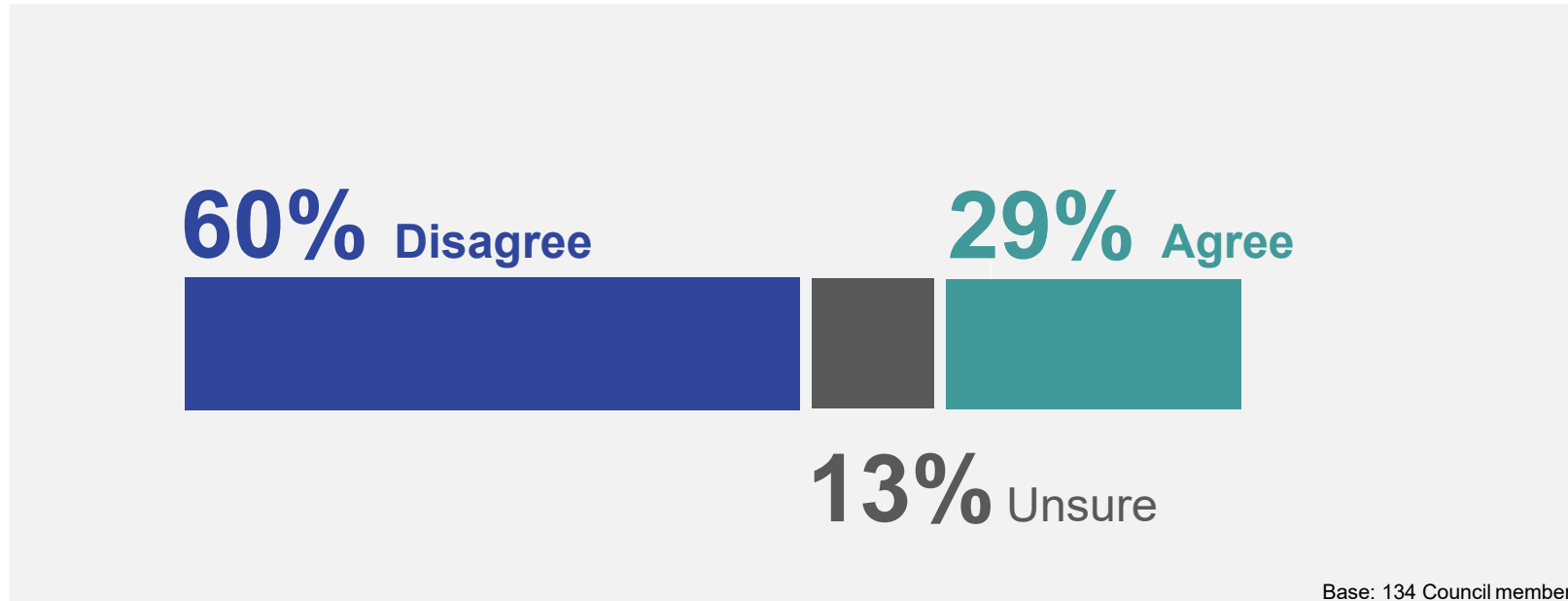


Who do people trust?

There is a role for technical experts and employee advocacy



Are technical experts now more effective corporate spokespeople than CEOs?



Ipsos Reputation Council



*“The CEO still plays a massively important role in terms of being the figurehead and secondly culture and setting the agenda for the organisation. So good CEOs will always be more effective, but a **technical person has a very valuable supporting role to play.**”*

Reputation Council member

The role of the CEO in external comms: Balancing risk and reward

Overexposure

This could erode the impact of their voice and place unnecessary focus on less important issues.

Difficulty distinguishing the person from the company

High-profile CEOs can generate increased scrutiny and pose a challenge when personal views differ from the corporate position.

Personality traits could undermine effectiveness

They need to be able to talk about the business in a way that engages and connects with people – they need to be good communicators.

The role of the CEO in external comms: Balancing risk and reward

Personification of the company's values

The CEO is the company's ambassador, conveying a vision and setting the company's tone and image.

A sense of authority

The CEO's voice emphasises the importance of the message, maximising the chances of engagement.

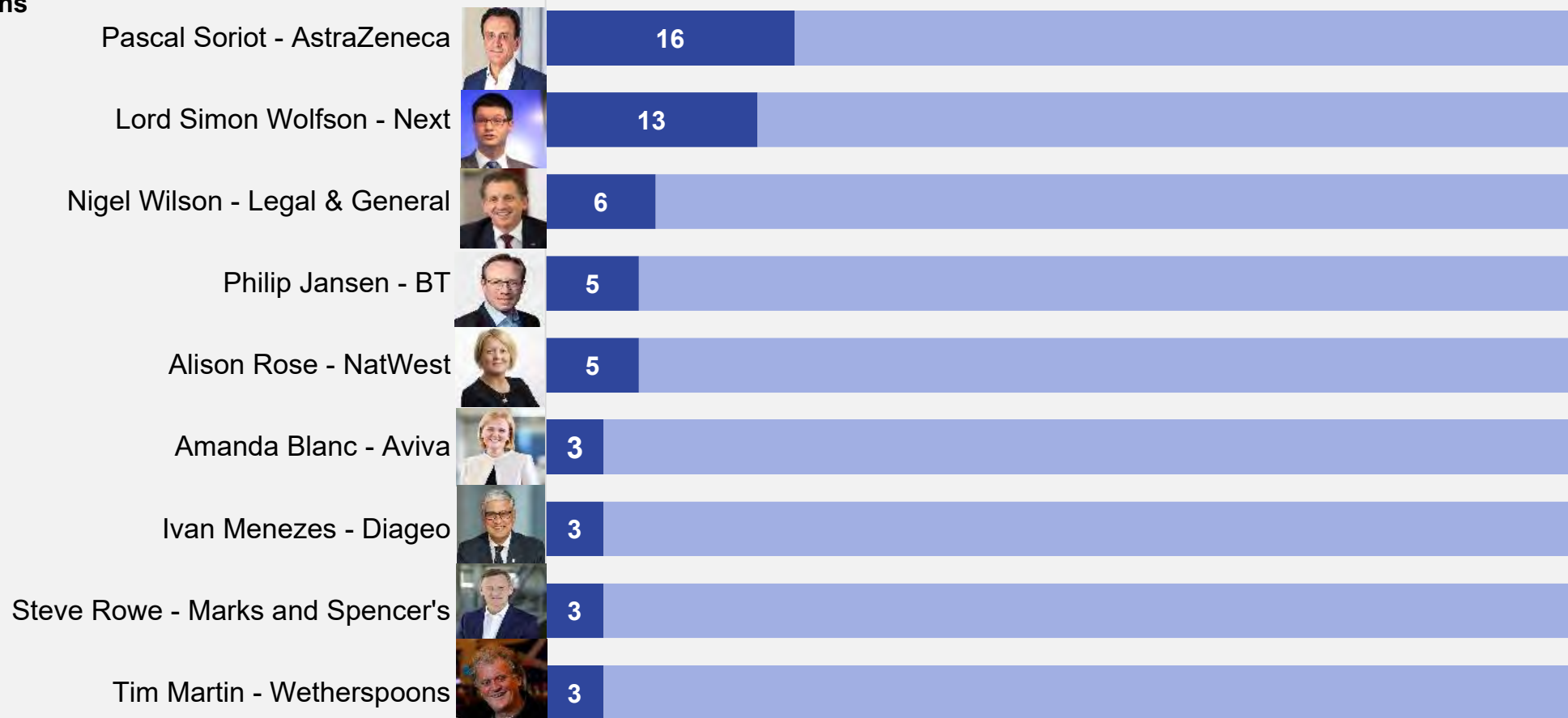
The face of the company in a major crisis

Instilling confidence, being transparent and outlining short-term and long-term actions.

Most impressive CEO

Who, in your opinion, is the most impressive Chief Executive in the UK? (Unprompted)

% Top mentions

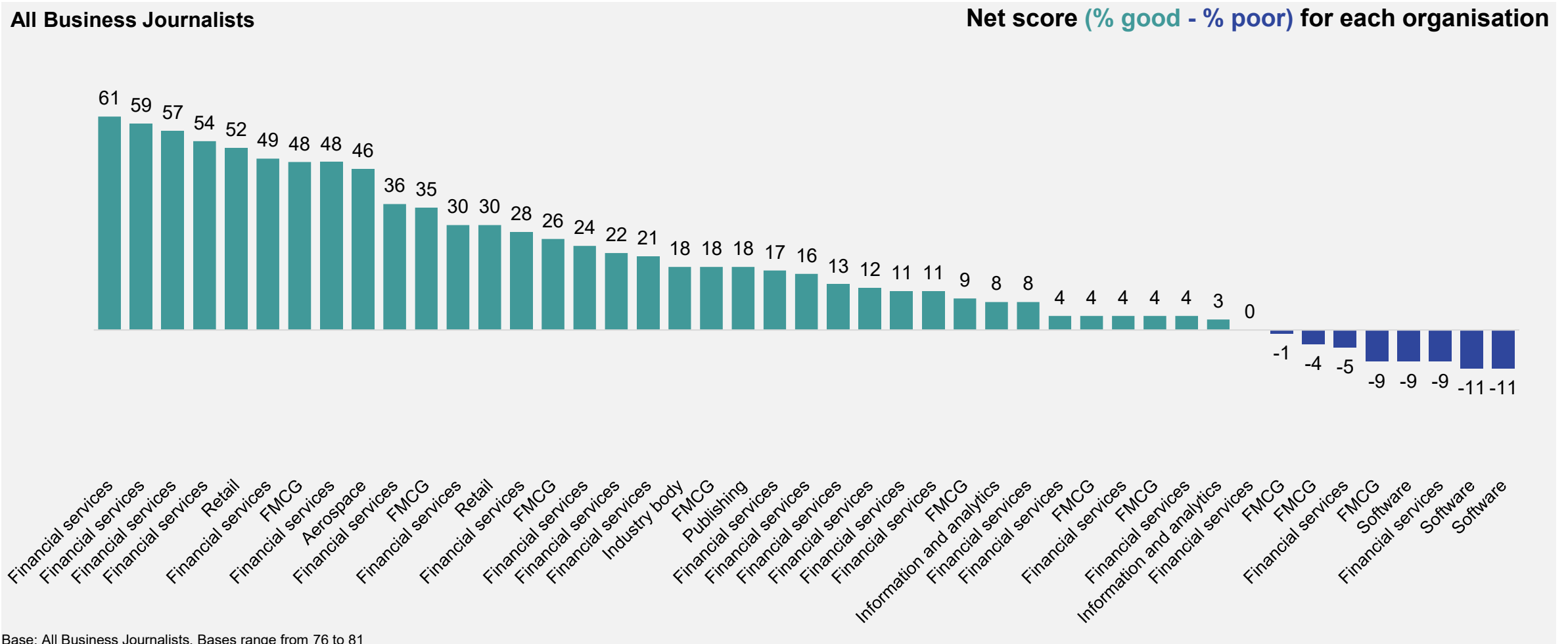


Base: All Business Journalists (80)

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Who does this best?

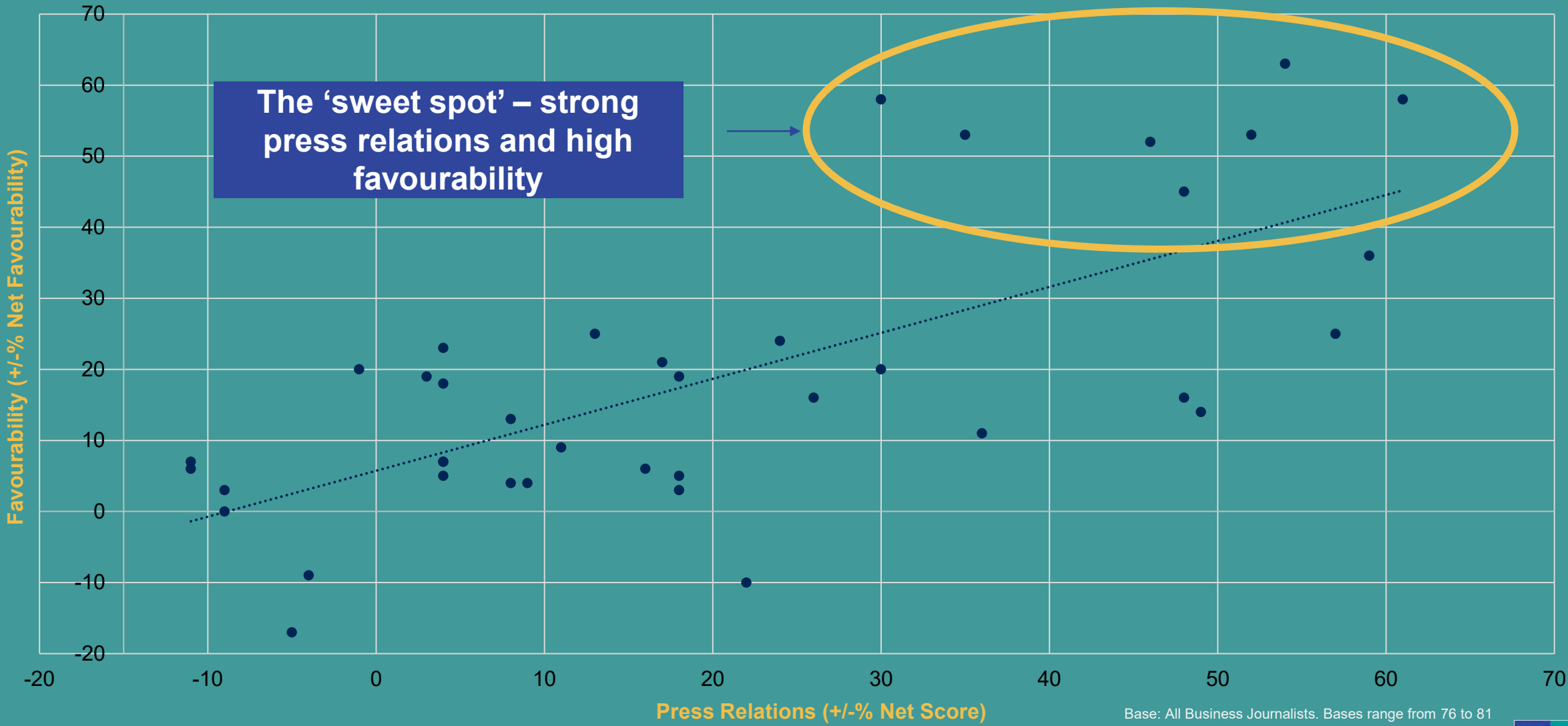
How would you rate each of the following on press and media relations?



Base: All Business Journalists. Bases range from 76 to 81

Positive sentiment & great media relations go hand-in-hand

All Business Journalists



Base: All Business Journalists. Bases range from 76 to 81

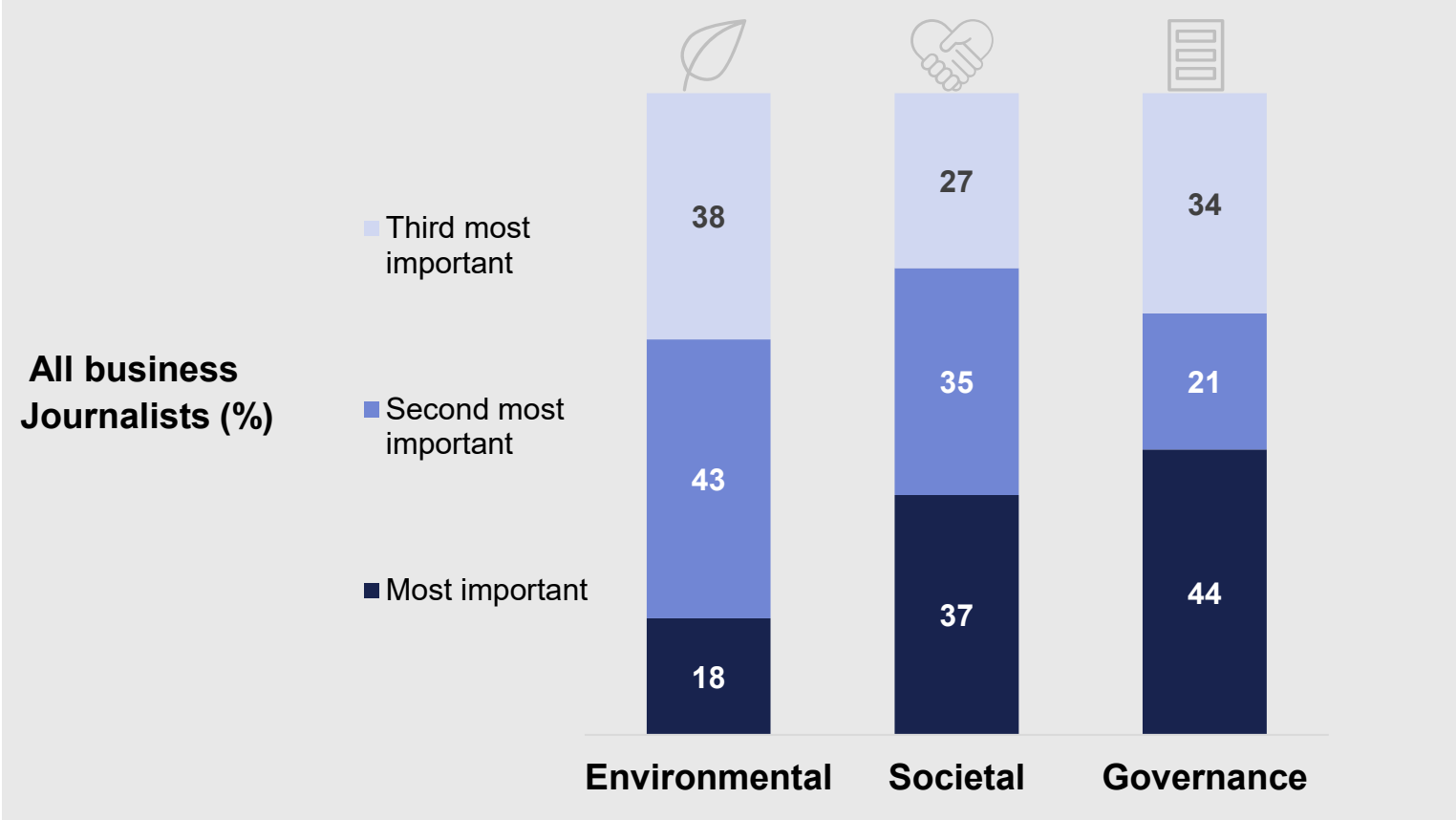




*ESG is a bandwagon that can't be stopped. Investors will **only invest in those companies which tick the right boxes**, so whether companies like it or not, they're going to have to be focused on ESG and they're **going to have to be not just focused but top of the class on ESG as well.***

Business Journalist

Most important pillars of ESG: the media perspective



Base: All Business Journalists (99). Source: Ipsos Survey of Business Journalists, Winter 2021



“

*[ESG is] a becoming evermore discussed and important, from customers to the general public. The public will also be expecting companies to actually be doing things, **it's becoming much more critical – how they spend their money and who they spend it with.***

Business Journalist

Final thoughts

1

Journalists are keen to get an informed view of events – and their door is open. Engaging with them is critical to your reputation

2

Journalists want to hear from PROs – they have a critical role in safeguarding and building reputation. But, they also want to hear from employees and the C-suite

3

ESG is here to stay and is relevant to stakeholders beyond investors. As such employee advocacy and closing any ‘say-do’ gaps is highly important

THANK YOU. ANY QUESTIONS?

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